

2015 University Life Student Success Symposium

Achieving Our Goals for Student Success

Retention • Timely Degree Completion • Well-Being



GEORGE
MASON
UNIVERSITY

Achieving Our Goals for Student Success: Retention, Timely Degree Completion, and Well-Being

The University Life Student Success Symposium is designed to explore issues that impact student retention and timely degree completion and consider well-being practices for students and staff.

In this time of continued change in higher education, the leadership of higher education professionals has never been more critical in contributing to the success of our students.

The 2015 University Life Student Success Symposium will provide participants with an environment of shared learning, innovative practices and methods, increased awareness of national trends and research, and engagement in meaningful dialogue to identify existing issues and consider future action.

Learning Outcomes:

Through participation in the University Life Student Success Symposium, participants will:

- Identify successful programs and interventions and understand overall impact on student retention and timely degree completion
- Recognize current and potential practices to create student well-being and contribute to the well-being university initiative
- Identify opportunities to engage and collaborate with departments and colleagues
- Recognize the value and importance of professional development and personal enrichment and renewal

A special thank you to this year's Symposium Planning Team

- Jessica Adams, University Life
- Willie Ehling, Mason Recreation
- Brent Ericson, Student Conduct
- Michael Galvin, Technology Integration
- Julie Choe Kim, Graduate Student Life
- Amber Knighting, Counseling and Psychological Services/Learning Services
- Ryan-Allen McKinney, Student Centers
- Caitlin Nagourney, Leadership Education and Development/HEP graduate student
- Amy Snyder, University Life
- Lisa Snyder, Leadership Education and Development
- Charlotte Strauss, University Career Services



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University Life at George
Mason University



University Life
Professional
Development @ George
Mason



Mason University Life

Symposium Evaluation and Assessment

Please be sure to check your email for a link to StudentVoice to complete your online evaluation and assessment for the 2015 University Life Student Success Symposium. We appreciate your comments and feedback.

Symposium Schedule-at-a-Glance

8:30am-9:00am

Check-In and Beverages

Location: Johnson Center, Dewberry Hall

9:00am-9:20am

Welcome, President Ángel Cabrera

Symposium Overview

Location: Johnson Center, Dewberry Hall

9:30am-10:45am

Educational Session #1

Location: Johnson Center, Gold Room, 3rd Floor Assembly Rooms A-G, and George's

11:00am-12:15pm

Educational Session #2

Location: Johnson Center, Gold Room, 3rd Floor Assembly Rooms A-G, and George's

12:30pm-1:45pm

Lunch and Keynote, Dr. Beth Cabrera

Location: Johnson Center, Dewberry Hall

2:00pm-3:15pm

Educational Session #3

Location: Johnson Center, Gold Room, 3rd Floor Assembly Rooms A-C, and George's

2:00pm-3:15pm

Learning Innovation Labs

Location: Johnson Center, 3rd Floor Assembly Rooms D-G

2:00pm-2:30pm

Learning Innovation Lab #1

Location: Johnson Center, 3rd Floor Assembly Rooms D-G

2:45pm-3:15pm

Learning Innovation Lab #2

Location: Johnson Center, 3rd Floor Assembly Rooms D-G

3:30pm-4:30pm

Closing Program

Location: Johnson Center, Dewberry Hall

Educational Session Participation Information

Educational sessions will have managed participation numbers in order to allow for all presentation topics to engage a well-attended, representative group. Educational sessions will have participation limits; please choose at least three presentations of interest during each session in the event your first choice is at capacity.

Keynote Speaker – Dr. Beth Cabrera






Dr. Beth Cabrera, Senior Scholar, Center for the Advancement of Well-Being

Beth's mission is to help people build more joyful, meaningful lives. As an author, researcher, and speaker, she teaches individuals strategies for achieving greater success and well-being. She has a special interest in helping women create lives they love. Dr. Cabrera also advises companies how to design positive work environments where people thrive.

After earning her Ph.D. in Industrial/Organizational Psychology from the Georgia Institute of Technology, Beth joined the faculty of Universidad Carlos III de Madrid, one of Spain's top universities. Upon returning to the States, she continued her academic career as a professor of management at Arizona State University and later as a senior research fellow at Thunderbird School of Global Management. More information can be found at: cabrerainsights.com. Contact Dr. Cabrera at beth@cabrerainsights.com.

Symposium Icons

	Retention	Programs with the Retention icon designation will address research, issues, trends, topics, and initiatives related to the retention and persistence of students in higher education.
	Timely Degree Completion	Programs with the Timely Degree Completion designation will address research, issues, trends, topics, and initiatives that focus on students' timely progress toward undergraduate and graduate degrees.
	Well-Being	Programs with the Well-Being icon designation will address research, issues, trends, topics and initiatives that promote well-being of our students, faculty, and staff to build lives of vitality, purpose and resiliency and contribute to the university's well-being initiative.

Educational Session #1 (9:30am-10:45am)



retention



timely degree completion



well-being

1. Learn to Effectively Utilize a Graduate Student Course Project to Assess Your Program's Overall Impact



Location: Johnson Center, Gold Room

Presenters: Kara Danner, Director, Living Learning Community Development; Jana Fryman, Program Coordinator, Living Learning Community Development; Emily McLaughlin, Graduate Student, School of Policy, Government, and International Affairs; and Greg Johnson, Graduate Student, School of Policy, Government, and International Affairs

Do you feel crushed under the weight of continued requests for data to demonstrate the effectiveness of your programs and services? Are limited resources impeding your assessment efforts? Join us to learn one way to successfully develop a partnership with current Mason graduate students as an innovative way to accomplish stellar program assessment. This fall Living Learning Community Development partnered with a team of students from Professor Milne's PUAD 646 (Program Evaluation) class to analyze the overall efficacy of our program. The students will share how they set up their study and what they learned. We will also discuss how this invaluable information will drive our future actions as we move Living Learning Communities forward at Mason.

2. Sustaining Your Fred: Attitude of Gratitude



Location: Johnson Center, George's

Presenters: Sara Heming, Associate Director, Student Involvement; Melissa Ulmer, Assistant Director, Student Involvement; EmilyAnn Walrath, Graduate Assistant, Student Involvement; and Sara Townsend, Graduate Assistant, Student Involvement

Ever hit a slump where work just keeps piling on and it feels like days keep getting longer? This session will explore the power of gratitude and its impact on personal happiness, well-being, as well as workplace motivation. As a continued conversation from last year's "Becoming a Fred: Creating a Positive Office Culture," this session takes our "Fred movement" one step forward in an effort to spread gratitude throughout our division with both intentionality and purpose.

3. Using the Campus Climate Framework to Address Retention



Location: Johnson Center, Room A

Presenter: Jan Arminio, Professor, Higher Education Program

Using student veterans as an example, this interactive session will demonstrate the connection between retention and the five climate dimensions of institutions. Ways of identifying needs of new student populations will also be explored through a case study. Participants will assess and consider redesigning their work and roles based on the five climate dimensions.

4. Student Success Roadmap



Location: Johnson Center, Room B

Presenters: Rachael Miner, Assistant Director for Experiential Learning, University Career Services; Kimberly Holmes, Director, Retention and Student Success, Student Academic Affairs - Advising, Retention and Transitions; and Jen Pollard, Assistant Director, Trends, Assessment and Communication, University Career Services

The Student Success Roadmap is a one-page document outlining six stages toward degree completion and career readiness. The roadmap was developed as a collaborative effort between Student Academic Affairs and University Career Services for undergraduate students and outlines key processes, tasks, and experiences for students to complete or consider within each stage of their studies. In this session, we will describe the process of developing the roadmap tool, developing visual themes, and incorporating feedback from colleagues and students. We will also discuss next steps for the Roadmap's development and dissemination and explore ways in which attendees can use the Roadmap in their roles at Mason.

5. Meaningful Engagement in Service: Linking Retention and Well-Being



Location: Johnson Center, Room C

Presenters: Kristen Wright, Graduate Assistant, Family Programs, and Rick Gray, Associate Director, Orientation and Family Programs and Services

Can student engagement in service really be the link between student retention and well-being? Do the benefits of service-learning differ for student populations? How can quality service during orientation transition students to the university with their success, well-being, and retention in mind? This interactive session will engage participants in discussions around service and its applications in multiple disciplines, as well as current research and trends that indicate this type of meaningful engagement has positive implications for retention and student well-being. Come prepared to discuss, participate in activities, reflect on your work, and leave energized with your own definition of meaningful engagement and service.

Educational Session #1 (9:30am-10:45am)

 retention  timely degree completion  well-being

6. Improving Campus Safety



Location: Johnson Center, Room D

Presenters: Eric Fowler, Clery Compliance Coordinator, University Police; Kristen Huete, Detective, University Police; and Caren Sempel, Associate Director for Interpersonal Violence Education and Services, Wellness, Alcohol and Violence Education and Services

Because many faculty and staff may not be aware that they are required to report crimes/suspected crimes to University Police, this workshop seeks to dispel misconceptions around reporting, clarify how and when it is required, and answer any questions or concerns staff have about the reporting process. Mason students and staff who are victims of sexual assault, dating and domestic violence and stalking need the intervention of community members to receive adequate help and accommodations and to detect, deter and hold accountable offenders of these crimes. Participants will learn about the Clery Act and the fundamentals of being a Campus Security Authority (CSA) and gain insight into working collaboratively to make the George Mason campus community safer.

7. Adventures in Student Success



Location: Johnson Center, Room E

Presenters: Susan Johnson, Associate Director, Center for Outdoor Experiential Education, Mason Recreation; Aysha Puhl, Assistant Director, Student Leadership Programs, Center for Academic Advising, Retention and Transitions; Ryan Murphy, Coordinator, Outdoor Adventures, Mason Recreation; and David Heath, Assistant Director, The EDGE, Mason Recreation

A growing body of research indicates that students who go through adventure education programs tend to stay and become more engaged at their universities. And another set of research suggests getting people outside offers significant well-being benefits. Join us for a bit of interactive adventure and dialogue to find out what we're doing on this front.

8. Your Enrollment Is No Accident



Location: Johnson Center, Room F

Presenters: Lewis Forrest, II, Executive Director, Early Identification Program; Rhina Alvarado, Program Coordinator, Early Identification Program; Laydy Reyes, Program Coordinator, Early Identification Program; Ana Gaitan, Outreach Specialist, Early Identification Program; and Julio Diaz, Office Manager, Early Identification Program

Space: a continuous area or expanse that is free, available, or unoccupied. With an increase in the numbers of first-generation college students, there is a need to maintain safe environments and provide resources that address the challenges that our students face. The existence of intentional physical spaces (student computer / study labs) help sends a validating message to first-generation students that the administration and Mason believe that their enrollment is no accident. Dedicated safe spaces, coupled with staff engagement, help eliminate the need for many students to begin the often difficult and potentially intimidating hunt for a "home base." Throughout this session we will discuss how the purpose of our space impacts the well-being of our students and creates a sense of belonging that fosters meaningful significance to their Mason experience.

9. What Grain Is in Your Silo?



Location: Johnson Center, Room G

Presenter: Nicholas Stroup, Assistant Director of Student Services, School of Policy, Government, and International Affairs

Do you feel pressure to boost FTEs? Are you using KPIs, including NSSE data, to inform progress toward goals? Do you know what all of those acronyms even mean? Faculty and staff face many different pressures within their departments; often we do not know what pressures exist outside our own units. This lack of understanding across the Mason campus(es) can hinder the development of innovative partnerships. This session will explore what pressures student affairs and academic affairs leaders face so meaningful collaborations might be more easily forged.

Educational Session #2 (11:00am-12:15pm)



retention



timely degree completion



well-being

10. Mindfulness Workshops: Promoting Academic Self-Regulation and Improving Psychological Resiliency in College

Populations



Location: Johnson Center, Gold Room

Presenters: Laura McCloskey, M.Ed., Assistant Director, Learning Services; Dr. Marlena Wu, Psy.D., Clinical Psychologist, Counseling and Psychological Services; and Ayelet Krieger, M.Psy., Clinical Psychology Intern, Counseling and Psychological Services

The role of mindfulness as a key component of psychological counseling has been widely studied, but little attention has been paid to the potential benefits of mindfulness in relationship to improving academic performance. This workshop addresses the relationship between self-regulation deficits manifested in reported academic distress and mindfulness practices leading to an increased ability to manage academic and personal stressors in a college setting. The presentation will provide an overview of current research supporting the use of mindfulness in college populations. Collaboration between Counseling and Learning Services staff will be discussed, as well as potential implications regarding retention and academic success.

11. #superUL Supervising Student Staff from Recruitment to Graduation



Location: Johnson Center, George's

Presenters: Ryan-Allen McKinney, Associate Director of Student Center Services and Employee Development; Raechel Hester, Associate Director, Student Professional Development, University Career Services; and Amy Snyder, Director, Special Projects, University Life

Over 56 percent of students receive some form of financial aid during their time at Mason, and many students look to on-campus positions to fund their education. In addition to providing financial assistance, on-campus employment positively impacts student retention (Jacoby & Garland, 2004; Pascarella & Terenzini, 1991; Tinto, 1975) and helps students to develop transferable skills valued by employers. Supervisors help students make the connection between their on-campus employment and career goals through effective hiring, on-boarding, and evaluation processes. In this interactive session you will learn about the current state of student employment within University Life and how you can positively impact student retention through supervision.

12. Eating Disorders on Campus: How Can We Help Our Students?



Location: Johnson Center, Room A

Presenters: Ethan Carter, Director of Fitness, Mason Recreation; Joy Lere, Psy.D., Counseling and Psychological Services; and Lisa L. Park, MD, MPH, Student Health Services

In this workshop, participants will learn to recognize signs of disordered eating, as well as symptoms of a range of eating disorders such as anorexia nervosa, bulimia nervosa, and binge eating disorder. We will review how eating disorders may impact students' health and thus their success academically. Participants will also learn about on-campus resources available to assist you if you suspect a student has an eating disorder.

13. Creating a Campus-Wide Student Success Plan



Location: Johnson Center, Room B

Presenters: Kimberly Holmes, Director, Retention and Student Success, Student Academic Affairs - Advising, Retention, and Transitions; Jeannie Brown Leonard, Dean, Student Academic Affairs - Advising, Retention, and Transitions; and Ashley Sieman, Director of Assessment for University Life

University Life has developed a student success model as part of its most recent strategic plan. Similarly, Academic Affairs has a set of student success priorities. Although we have a number of partnerships across University Life and academic units, it is crucial for us to articulate a shared vision and goals for retention and student success. A campus-wide student success plan would enable us to continue to work collaboratively toward our shared goals. This session is intended to lay the strategic groundwork for this integrated plan.

Educational Session #2 (11:00am-12:15pm)



retention



timely degree completion



well-being

14. Mason DREAMers: Undocumented Well-Being



Location: Johnson Center, Room

Presenters: Jennifer Crewalk, Assistant Director, Office of Diversity Inclusion and Multicultural Education; Bianca Cruz, Presidential Advisor, Mason DREAMers; and Ana Tobar, Recruitment Chair, Mason DREAMers

This symposium session focuses on the needs, successes, and future of Undocumented Student well-being at Mason. Learn about how your involvement could make an impact in the lives of our students.

15. Partnering to Promote Graduate Student Success



Location: Johnson Center, Room D

Presenters: Julie Choe Kim, Director, Graduate Student Life; Cody Edwards, Associate Provost for Graduate Education; and Kate Shaw, Graduate Assistant, Graduate Student Life

In conversations about student success in higher education, we often overlook the unique experiences and issues of graduate students. At Mason, graduate and professional students comprise a third of the student population. Recent efforts by the Provost's Office and Graduate Student Life have highlighted the challenges related to graduate students' retention and timely degree completion, as well as the opportunities for working collaboratively to address these issues. At this session, learn about the role of key partnerships in identifying needs and developing initiatives to promote graduate student success and find ways you and your unit can join in the effort.

16. Students as Scholars: Cultivating Student Success with OSCAR



Location: Johnson Center, Room E

Presenters: Denise Nazaire, Program Coordinator, OSCAR, and Rebecca Jones, Assistant Director, OSCAR

Undergraduate research is a recognized high-impact practice in higher education. In 2011, Mason's Quality Enhancement Plan created a hub for these practices in the formation of OSCAR, the Office of Student Scholarship, Creative Activities, and Research. OSCAR aims to foster a culture of student scholarship and provide opportunities for students to become well-rounded scholars, as described in The Mason Graduate. This presentation will describe the value and impact of undergraduate research experiences, such as improving retention and preparing students for success post-graduation. We will share about the specific resources and programs OSCAR has for students, such as the Undergraduate Research Scholars Program, the Federal Work-Study Research Assistantships, and research-intensive classes. Participants will learn how to engage and advise students regarding these unique opportunities at Mason.

17. Take 5... for Ethical Well-Being



Location: Johnson Center, Room F

Presenters: Nick Lennon, Director for Leadership Education and Development

LEAD is launching "Take5," a new project designed to help further infuse ethical well-being into all of our work. Consider the following... You feel that you need an additional degree to advance at work (e.g., career/financial well-being), but are concerned that it will take you away from time with your family (e.g., social/emotional well-being). How do you decide what's best for your well-being as well as the well-being of your family? What about the well-being of those beyond ourselves and our families? During this interactive workshop you will engage in activities designed to uncover the pros and cons of the ethical approaches you are already using. You will also learn about other helpful approaches. Resources will be provided.

18. Pumping Iron to Pump Up Retention



Location: Johnson Center, Room G

Presenters: Sarah Litowich, Aquatics Director, Mason Recreation, and Ryan Bradshaw, Assistant Director for Club Sports, Mason Recreation

Recent research has identified a positive correlation between a student's level of involvement in campus recreation and their rate of retention, sense of belonging, and physical and mental well-being. This presentation will share these important findings and, through collaborative activities, identify ways to unite efforts across units on this cause.

Educational Session #3 (2:00pm-3:15pm)

 retention  timely degree completion  well-being

19. Serving Students in Need: A Coordinated Effort



Location: Johnson Center, Gold Room

Presenters: Dr. Barbara Meehan, Counseling and Psychological Services; Dr. Linn Jorgenson, Disability Services; Ms. Karen Andrews, Disability Services; and Dr. Maggie Olszewska, Office of Student Support

Counseling and Psychological Services, Disability Services, and Student Support will present information on current trends in their respective areas and will share how each office supports students. The three units will describe how their work interweaves to provide a comprehensive support system to students. A case study will be presented to provide a practical application of the information shared and to foster further discussion.

20. Work Life Balance and Well-Being in a 24/7 Workplace



Location: Johnson Center, George's

Presenters: Angie Hattery, Women and Gender Studies; Jamie Lester, Higher Education; Eden King, Psychology; Michele Greet, History and Art History; and Carla Fischer, Communications

Well-being and work-family balance absolutely impact our ability to serve our students most effectively. Additionally, the lack of resources for students who are in the throes of family leave (for maternity, paternity, and/or adoption) creates barriers to timely degree completion. Thus exploration of our policies, best practices, and proposals is critical to enhancing both student success and staff/faculty retention.

21. Hydration and Heat Illness



Location: Johnson Center, Room A

Presenters: Andy Prishack PT, ATC/L, Director of Athletic Training Services for Select Physical Therapy, and Lauren Randazzo ATC/L., Athletic Trainer for Select Physical Therapy

Although the hot and humid days of summer are not just around the corner, it is never too soon to be concerned with the medical emergency that can be related to a heat illness and the importance of hydration and cooling the body. From the staff and student athlete, to the individual working in the yard on a Saturday in August, this presentation can be a life-saver.

22. International Student Retention: Developing Campus Allies through Engagement



Location: Johnson Center, Room B

Presenters: Mary Wells, Assistant Director for Internationalization, Office of International Programs and Services, and Sonya Henry, Assistant Director for Programming

There has been recent attention in the field of international education around the issue of retention for international students and their level of satisfaction with their experiences studying at American colleges and universities. George Mason University is not immune to these same issues, and the Office of International Programs and Services has recently launched two different initiatives in response. We invite colleagues to join us to learn more about our international students and recent initiatives and to think together with us on the ways we can work together to support their success at Mason.

23. Fostering Career Preparation through Competency Development in Student Leader Positions



Location: Johnson Center, Room C

Presenters: Taylor Sprague, Student Leadership Consultant, Leadership Education and Development, and Lisa Snyder, Associate Director, Leadership Education and Development

Join a professional staff member and student Leadership Consultant from the Leadership Education and Development in discussing the methods used to examine observable competency development throughout a year of work. An explanation and presentation of the Digital Portfolio project that Leadership Consultants created in the 2013-2014 academic year will provide supervisors with a tool for reflective professional and personal development with their student leaders.

Learning Innovation Lab #1 (2:00pm-2:30pm)



retention



timely degree completion



well-being

24. There's No Place Like Home: An Exploration of Best Practices for the Integration of Synchronous Virtual Services

by the Direct Service Provider



Location: Johnson Center, Room D

Presenters: Dr. Amber Knighting, Assistant Director of Learning Services, Counseling and Psychological Services; Vicki Dominick, Associate Director of Learning Services, Counseling and Psychological Services; Laura McCloskey, Assistant Director of Learning Services, Counseling and Psychological Services; Brittany McClendon, Graduate Assistant, Learning Services; Shaden Atamna, Graduate Assistant, Learning Services; and Kostas Zourzoukis, Graduate Assistant, Learning Services

With the recent focus on virtual education, direct service providers in higher education face a complicated situation. While many virtual programs within universities may operate successfully, those which are heavily reliant on synchronous interaction and exist under a higher level of confidentiality may experience greater obstacles in virtual integration. Join the staff of Learning Services for a discussion regarding the rationale of offering Synchronous Virtual Services (SVS) at Mason, methods for providing SVS, peer institutions who are pioneers of this innovative idea, as well as the potential impact SVS may have on student retention and overall well-being.

25. Less Stress, More Success: Easy Project Management to Revolutionize the Way We Work



Location: Johnson Center, Room E

Presenters: Charles Nicholson, Assistant Director, Marketing, Mason Recreation; Ryan-Allen McKinney, Associate Director, Student Centers Services & Employee Development; and Stephen Monroe, Communications Marketing Coordinator, University Career Services

By using a few simple practices and technologies, we can improve how we work, how we communicate, and how we solve important problems as a team. This session will cover basic project management concepts and technologies that can help make our projects (both big and small) more effective.

26. Undocumented Student Support: What Can We Do?



Location: Johnson Center, Room F

Presenters: Caitlin Nagourney, Graduate Assistant, Leadership Education and Development

In this session, participants will learn about undocumented students, the obstacles they face, and how these obstacles can be tackled. Attendees will hear about an idea of creating a resource office for undocumented students and engage in a dialogue about this idea.

27. Satiating the Hunger for Education: Homeless and Hungry at George Mason



Location: Johnson Center, Room G

Presenters: Michael Galvin, Director of Technology Integration, and Yara Mowafy, Technology Integration Specialist

Attendees will learn about on-going research regarding the nature of homelessness and hunger in the student population at George Mason University. An OSCAR research team will share stories and data gathered from an on-going qualitative research study. Using design thinking, we will explore the nature of the problem and together create actionable solutions.

Learning Innovation Lab #2 (2:45-3:15pm)



retention



timely degree completion



well-being

28. Why Are We Doing This? Facilitating Student Success by Making Your Pedagogy Obvious



Location: Johnson Center, Room D

Presenter: Dr. Laura A. Lukes, Assistant Director, Center for Teaching Excellence, and Affiliate Assistant Professor-AOES

Instructors spend hours carefully crafting curriculum that includes thoughtful, measurable learning objectives and engaging activities. The value and connection of these assignments and activities to employable skills is not always obvious to students. Modeling thinking aloud is one strategy faculty can use to increase student motivation and facilitate skill transfer from academia to industry. This session will present examples of how instructor word choice and use of intentional thinking modeling activities can be used to promote student success and potentially retention.

29. Active Bystander Intervention



Location: Johnson Center, Room E

Presenter: Lauren Mattos, Coordinator for Violence Prevention and Response, Wellness, Alcohol and Violence Education and Services

Students come to George Mason University with an array of backgrounds and experiences. While in college, students also face many obstacles and hurdles such as severe stress and anxiety, difficulties with alcohol and other drugs, hazing, dating violence, stalking, and sexual assault. It is imperative that as a community we understand the importance of training students on how to effectively intervene on behalf of their classmates during potentially dangerous or destructive situations. When one in five female students will be victims of sexual assault while in college, the number of students at risk of dropping out and/or transferring from Mason is very high without adequate support and services. The better strategy is to reduce the number of adversely impacted students through peer intervention. This program will focus on effectiveness of active bystander intervention and how staff can maximize student services and experiences using this approach through an interactive presentation and discussion.

30. How Customer Journey Mapping Can Foster Student Engagement, Secure World Peace, and End the Mason

Runaround



Location: Johnson Center, Room F

Presenters: Judson Vaughn, Manager, Marketing and Communications, Student Centers, and Amanda Shoemaker, Office Manager, Student Centers

Customer Journey Mapping is a marketing tool that attempts to nurture your target audience's engagement with your programs and services. Along the path from "awareness" to "engagement," there are many questions and decisions that must be considered. CJM helps you move your target audience along through timely messages, social media, and other just-in-time techniques.

31. Intersectionality and Resource Centers: Looking at Strategies for Student Success



Location: Johnson Center, Room G

Presenters: David Corwin, Graduate Assistant, Women and Gender Studies, and Nancy Xiong, Program Coordinator, Women and Gender Studies

This session will define intersectionality and the importance of incorporating it into the work we do in serving students at Mason. We will be referring to the Women and Gender Studies Center and its work to illustrate the importance of working with students of all identities and intersections. By serving all students based on their intersectionalities, we can create an inclusive environment and a sense of belonging to nurture students' success in completing their degree in a timely manner and maintaining a well-balanced life.

University Life Professional Development Opportunities

Upcoming Spring 2015 Programs

For the current and detailed listing of upcoming programs and initiatives for Spring 2015, with descriptions and registration, please visit us at <http://ulprofdev.gmu.edu/>. Please consider sharing your time, talents and expertise by presenting or facilitating a program this year; contact Amy Snyder if interested.

LinkedIn professional workshop

Presented by Saskia Clay-Rooks and Raechel Hester, University Career Services
February 13, 2015 from 1:00pm-2:00pm

Leadership 101: No Title Needed

Facilitated by Dr. Nick Lennon, Director of the Leadership Education and Development
February 27, 2015 from 1:00pm – 2:30pm

Title IX Primer for Student Affairs Professionals

Presented by Mary Ann Sprouse, Wellness, Alcohol, and Violence Education and Services and Brent Ericson, Student Conduct
March 27, 2015 from 10:00am – 11:30am

Take5... For Ethical Well-Being

Facilitated by Dr. Nick Lennon, Director of the Leadership Education and Development
April 10, 2015 from 1:00pm – 2:30pm

FOLLOW US WITH OUR GROWING SOCIAL MEDIA PRESENCE

Twitter:	@ulprofdev
LinkedIn group:	Mason University Life University Life
Pinterest:	Professional Development @ George Mason University
Facebook:	Mason University Life Professional Development
Email:	ulprofdev@gmu.edu
Website:	http://ulprofdev.gmu.edu/

University Life Awards and Recognition

Recognize the outstanding and important work of your colleagues in University Life and University Life partners. For detailed awards information and nomination form, visit: <http://ulprofdev.gmu.edu/programs-initiatives/recognize-a-colleague/>

University Life Supervision Collective

The University Life Supervision Collective is a new initiative that is an opportunity for University Life professionals to engage in dialogue around the topic of supervision of students, graduate students, and professional staff members. Join us for the #superUL Tweet chat the second Tuesday of each month at noon and look for the upcoming Spring 2015 dialogues.
<http://ulprofdev.gmu.edu/supervision/>

Leadership Training Modules (LTMS)

The Leadership Training Modules (LTMs) evolved out of a series of workshops in 2006 that focused on leadership development for all UL staff. Every member of our division carefully manages multiple roles and responsibilities. The LTMs were intentionally created to support you in your work with students and staff. The workshops provide an opportunity for you to step back from your daily responsibilities and, together with your colleagues, practice and explore personal leadership development.
<http://ulprofdev.gmu.edu/programs-initiatives/leadership-training-modules-ltm/>

University Life Gives Back: Summer Day of Service

Save the date: July 29, 2015

University Life staff and students have the opportunity to engage in experiences and programming throughout the academic year and summer months that focuses on service, social, and community building. <http://ulsummerretreat.onmason.com/>

University Life Professional Development Committees

Please consider sharing your time and talents serving on one of the University Life professional development committees. For more information contact Amy Snyder, asnyder@gmu.edu.

Committees include: Awards and Recognition, Community Building and Service, Leadership Training Modules, New to University Life Orientation, Symposium Planning, UL Gives Back Summer Day of Service, and Training and Development.

We strive to model exemplary leadership and empower others to realize their leadership potential through learning, practice, and action in order to make positive change. We serve every student through embodiment of the University Life core values and the George Mason University values.

Foster Student Success

Live and Act with Integrity

Cultivate an Inclusive and Respectful Climate

Celebrate Achievements

Dream Big

Catch the Mason Spirit

Promote Well-Being

Inspire Compassion

Pursue Lifelong Learning



vision.gmu.edu

University Values

George Mason University • A University for the World

Our Students Come First

Diversity Is Our Strength

Innovation Is Our Tradition

We Honor Freedom of Thought and Expression

We Are Careful Stewards

We Act with Integrity

We Thrive Together

